



ENERGY STAR® Award for Excellence in Efficient Homes

David Powers Homes

Houston, Texas

Since becoming an ENERGY STAR partner in 2000, David Powers Homes has provided strong leadership in promoting ENERGY STAR in the Houston market and experienced a 33-percent increase in sales. David Powers Homes was one of the first builders in the nation to commit to building 100 percent ENERGY STAR qualified homes and, as a result, more than 300 David Powers' homes earned the ENERGY STAR in 2003. The company also played a key, early role in a Houston advertising partnership campaign that promoted the benefits of ENERGY STAR qualified homes to Houston homebuyers. This impressive dedication goes right to the top—the company founder attends all homebuyer closings and personally reviews the home's energy efficiency features with each David Powers homebuyer.



D.R. Wastchak, LLC

Tempe, Arizona

As a three-time ENERGY STAR award winner, D.R. Wastchak, LLC has proven that promoting ENERGY STAR qualified homes is good business. Since becoming a partner in 1999, the company has qualified more than 20,000 homes as ENERGY STAR—more than any other organization in the country. The 7,000 ENERGY STAR homes qualified by D.R. Wastchak in 2003 represented 18 percent of all housing starts in the Phoenix market. The company's activities also include quality control testing and inspections, marketing assistance for homebuilders, and training for construction and sales personnel. Always looking for ways to promote ENERGY STAR, D.R. Wastchak organized the ENERGY STAR advertising partnership campaign with Phoenix homebuilders in 2003. In addition, the company created a sales program and presentation package to facilitate communicating the benefits of ENERGY STAR to homebuyers.



D.R. Wastchak, L.L.C.



Ence Homes

St. George, Utah

Since becoming an ENERGY STAR partner in 1999, Ence Homes has built more than 980 ENERGY STAR qualified homes, 265 of which were completed in 2003. The company has made ENERGY STAR a key element of its business strategy and prominently promotes ENERGY STAR in all of its marketing and sales materials. Ence also seeks out vendors that offer ENERGY STAR qualified lighting, appliances, HVAC, and windows. As a result, Ence homes save even more energy than a typical ENERGY STAR qualified home. They deliver lower utility bills for homebuyers and enhanced protection of the environment.

Energy Services Group

Wilmington, Delaware



Energy Services Group (ESG) has played a key role in transforming the new housing market in Delaware and the eastern shore area of Maryland. In 2003, ESG qualified 10 percent of all housing starts in Delaware as ENERGY STAR, representing a 90-percent increase over the previous year. ESG integrates ENERGY STAR into all of its marketing materials and sales training, providing free materials that promote ENERGY STAR. ESG is also active in the ENERGY STAR Home Sealing program for existing homes. It is a frequent exhibitor at local home and remodeling shows, bringing the ENERGY STAR message directly to consumers in the region. ENERGY STAR has had a positive impact on ESG's bottom line; revenue from ENERGY STAR-based services has grown 30 percent in the past year.



**Engle Homes Colorado,
a division of TOUSA Homes, Inc.**

Englewood, Colorado

Engle Homes Colorado, a division of TOUSA Homes, Inc. is a leading builder that uses energy-efficient and green construction practices. The company has committed to building 100 percent ENERGY STAR qualified homes for its homebuyers. Nearly 500 Engle Homes earned the ENERGY STAR in 2003, and approximately 800 have been qualified to date. Engle's customers have indicated that energy efficiency is becoming more of a factor in their home buying decisions. Engle has responded by providing ENERGY STAR sales training for its entire sales and marketing team, architectural design team, and purchasing department. In addition, Engle conducts pre-start, pre-drywall, and pre-closing orientations to educate homebuyers on the energy efficiency features of their ENERGY STAR qualified homes.



MaGrann Associates

Moorestown, New Jersey

MaGrann Associates has a long history of partnership with ENERGY STAR and plays a key role in implementing the highly successful statewide New Jersey ENERGY STAR Homes Program. To date, MaGrann has worked with more than 400 of New Jersey's homebuilders. In 2003, it qualified over 4,000 homes as ENERGY STAR, which represents 15 percent of all housing starts in the state. In addition, more than 11,000 future homes are already committed to ENERGY STAR construction in New Jersey. MaGrann Associates combines technical expertise, marketing support, and administrative services to help support the state's residential energy efficiency programs. MaGrann has played a significant role in persuading local and state government agencies to support ENERGY STAR, resulting in new rules from the New Jersey Housing and Mortgage Finance Agency requiring all funding applicants to have their projects qualified as ENERGY STAR.





Nevada
ENERGY STAR® PARTNERS

Nevada ENERGY STAR® Partners

Las Vegas, Nevada

The Nevada ENERGY STAR Partners—a unique group of more than 35 homebuilders, home energy raters, utilities, and other organizations—are being recognized for their outstanding commitment to promoting ENERGY STAR in the fast-growing Las Vegas housing market. The Nevada ENERGY STAR Partners' 2003 effort was designed to promote consumer awareness of ENERGY STAR and increase the number of ENERGY STAR qualified homes sold in Las Vegas. The 13-week multimedia campaign, including an ENERGY STAR month for the State of Nevada resulted in a 16-percent increase in consumer awareness and a 16-percent increase in sales of ENERGY STAR qualified homes in the Las Vegas Valley. Consumer awareness of ENERGY STAR qualified homes reached 76 percent and the number of ENERGY STAR qualified homes jumped to represent 46 percent of the estimated 24,000 new homes built in Las Vegas. More than one-third of all new home communities in the Las Vegas Valley now feature ENERGY STAR qualified homes; and Summerlin, the largest master-planned community in the United States, is now committed to building only ENERGY STAR qualified homes.

Pardee Homes

Los Angeles, California



Pardee Homes' outstanding commitment to ENERGY STAR resulted in 4,000 homes across six regional markets earning the ENERGY STAR over a 2-year period. The company has also experienced a significant increase in homebuyer satisfaction since committing to ENERGY STAR. As the first large corporate builder to commit to building 100 percent of its homes as ENERGY STAR qualified, Pardee provided significant early credibility for ENERGY STAR in the production homebuilder community. ENERGY STAR, as well as other environmentally sensitive building programs in which the company participates, featured prominently in Pardee's marketing, sales, and collateral materials in 2003. Pardee Homes is also a founding member of the award-winning Nevada ENERGY STAR Partners group, which has been instrumental in transforming the Las Vegas market to ENERGY STAR.



Pulte Homes Nevada Operations

Las Vegas, Nevada

Pulte Homes Nevada Operations has played an important role in the growth of ENERGY STAR in Las Vegas, from building the first ENERGY STAR home in the market to participating as a founding member of the award-winning Nevada ENERGY STAR Partners group. Since becoming a partner in 1996, this division of Pulte Homes has built 4,000 ENERGY STAR qualified homes, making it one of the top five builders in the ENERGY STAR program. In 2003 alone, nearly 900 Pulte Nevada homes earned the ENERGY STAR. The company features ENERGY STAR widely in its comprehensive multimedia “Performance for Life” marketing campaign and for good reason—Pulte notes that customer satisfaction has dramatically increased since the company became an ENERGY STAR partner. Pulte Homes’ commitment to ENERGY STAR extends corporate wide, with 35 Pulte Divisions in 15 states actively building ENERGY STAR qualified homes.



Veridian Homes

Madison, Wisconsin

Veridian Homes made a commitment to building 100 percent of its homes to ENERGY STAR performance guidelines, making it Wisconsin’s largest homebuilder to do so. This commitment resulted in more than 300 homes earning the ENERGY STAR in 2003, and more than twice that number is projected for 2004. ENERGY STAR is one part of Veridian’s overall commitment to the environment, with all of its homes meeting both ENERGY STAR and green construction guidelines. Veridian incorporates the ENERGY STAR message across its entire suite of marketing materials. Internally, the company’s sales team, construction managers, and customer relations team receive ongoing training and education on the features and benefits of ENERGY STAR qualified homes. This training translates into a better informed customer, as Veridian provides all of its homebuyers with an orientation on the energy-saving features of their new ENERGY STAR qualified homes. Veridian recently widened its ENERGY STAR commitment by incorporating ENERGY STAR qualified lighting and fixtures, HVAC equipment, windows, and appliances as standard items or optional upgrades.

